

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

12



Illustration shows bloom from planting stock
as offered above.

Mr. Richard Diener, the originator says, "A commercial variety of great promiss."

Mr. E. O. James in writing of a visit to Mr. Diener's place says, (Oct. 1921 Flower Grower, p. 226) "The other type is exemplified by three varieties, Bubbles, H. A. Hyde, and Elf. We find in all three phenomenal sturdiness of spike, freedom of flowering and a color that makes most of the commercial whites look muddy or ragged. A close planted group of ELF showed a mass of white spikes, sturdy and with memorable quality."

Mr. Raymond M. Champe, author of *The Gladiolus for Profit*, now in its third edition, says, "This is certainly a fine variety. Very strong grower. Pure white flowers with clear lemon throat, easily distinctive from anything else. Spike often carries two and three side branches, looks more like Easter lilies when in bloom than Maine does. High priced but a safe bet." (It was then priced at \$5.00.)

A prominent New York grower who is offering many of Diener's originations writes, "Enclosed find \$25.00 for ten sets of ELF. If the supply is ample reserve ten additional sets."

So great is my faith in the ability of this variety to make good that I issue the following guarantee. So far as I can learn this guarantee has been made but once before in connection with any gladiolus stock.

ELF is guaranteed to make good under your conditions. If for any reason you are not satisfied with the value you may return the stock with its increase any time before December 15th, 1923, and your money will be refunded. This guarantee applies to one set to the original purchaser.

This is a chance to get a real start of a variety that promises to become of great commercial importance. See price opposite the cut.

Personal checks accepted at par.

Elf was originated by Mr. Richard Diener and first offered in December 1920 at \$5.00 per bulb. Elf is a medium early white. Growth is strong, foliage abundant, broad and dark green. Mature bulbs usually throw two or more spikes. Main spikes reach a height of four to five feet and often have side branches which greatly prolong the season of bloom. Buds are lemon color opening to a milk white flower with light yellow throat markings. Flowers reach 4½ inches in size and show no pink or lilac tints from heat or fertilizer. Six to nine florets open at one time with twenty or more florets on full spikes. Elf is very prolific multiplying both by division of the large bulbs and many small bulblets which germinate well. The larger bulblets and all sizes of bulbs bloom the first year.

1112 N. E. 18th STREET

PORTLAND, OREGON

